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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Application Number	10/613,181
Filing Date	July 3, 2003
First Named Inventor	YIK, Kai Chung Franc
Art Unit	
Examiner Name	
Attorney Docket Number	CONC1034(U)

Total Number of Pages in This Submission

ENCLOSURES (Check all that apply)

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual

Scott Lampert

Signature

Date

10/5/04

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Typed or printed Tracy Iglesias

Signature

Date

10/5/04

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Yik Franco Kai Chung
Serial No.: 10/613,181
Filed: July 3, 2003
For: LOYALTY CAMERA AND A SYSTEM AND METHOD FOR
PROMOTING CONSUMER LOYALTY



I, Tracy Iglesias certify that this correspondence is being deposited with the U.S. Postal Service as First Class mail in an envelope addressed to the Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

On October 5, 2004

Tracy Iglesias

A handwritten signature in cursive script, reading "Tracy Iglesias", written over a horizontal line.

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO FIRST OFFICE ACTION

In response to the Office Action mailed July 7, 2004, please amend the above-identified application as follows. Please additionally provide any extensions of time that may be deemed necessary.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.